



Begin with the End in Mind

Visions in a Pint Glass



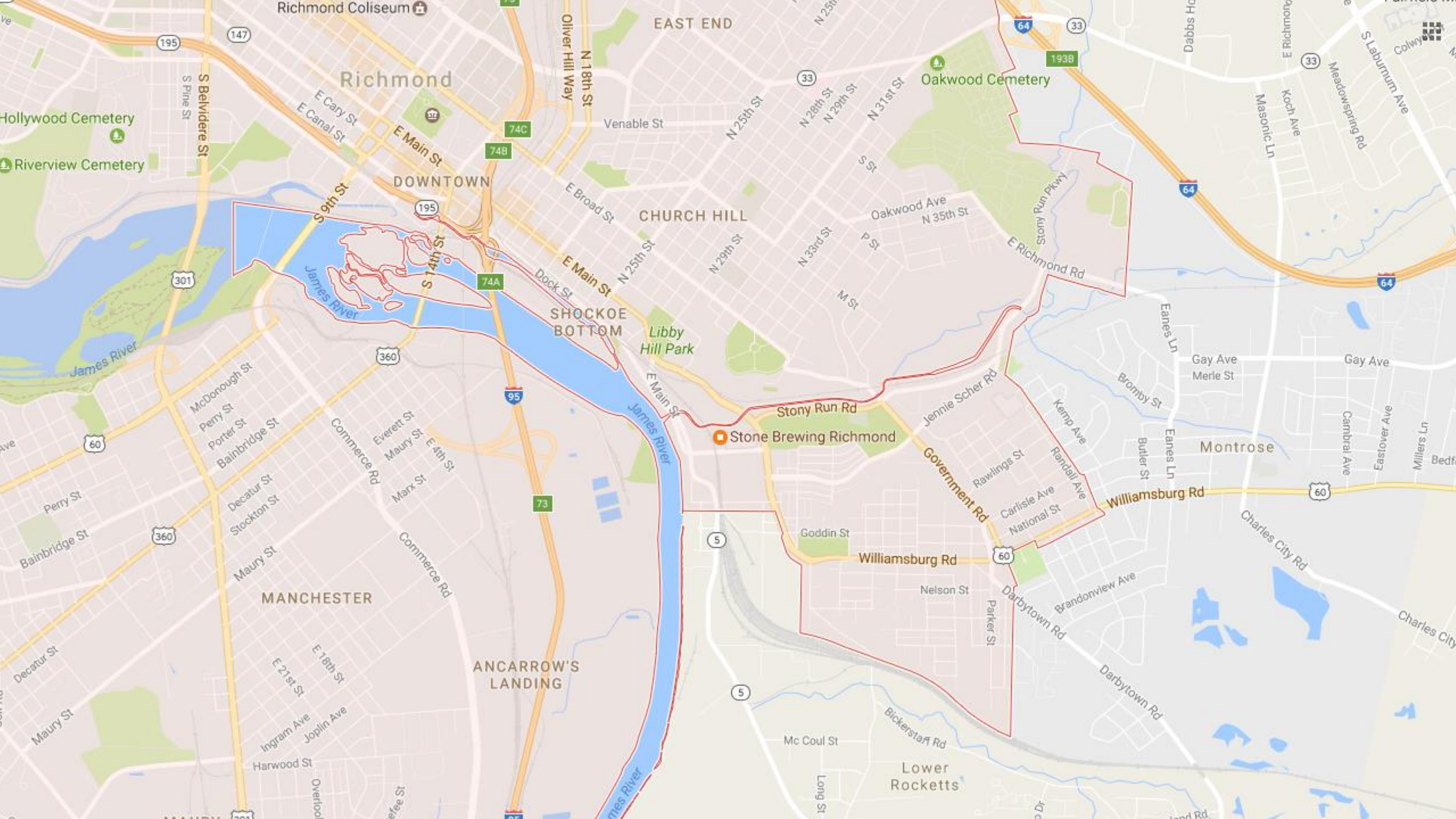
Juhellen Sarver

Stone Brewing - Richmond VA



STONE[®]
BREWING

- Since 1996
- 10th largest craft brewery in US (2015)
- San Diego – Richmond – Berlin
- Breweries, Stone World Bistro and Gardens
- Leader in craft beer industry







Site of the future Stone
Brewing Co. – Richmond

Williamsburg Ave

Former Fulton Gasworks property

Intermediate Terminal Building #3

Nicholson St

E Main St

Giant slab of beat-up concrete

Street to be abandoned by
the City and returned to
nature by Stone Brewing Co.

Site of the future Stone
Brewing World Bistro &
Gardens – Richmond







STONE[®]
BREWING

- Three finalist cities:

- Columbus, OH
- Norfolk, VA
- Richmond, VA

- Why Richmond?

- Why Fulton?

- What does the community get out of it?





**STONE
BREWING**

World Bistro and Gardens

SITE REQUIREMENTS



View across Fulton to Chimborazo Park. Source: Church Hill Peoples' News



Grubbs Super Market, Fulton. *Source: Church Hill Peoples' News*



Street in Historic Fulton. *Source: Church Hill Peoples' News*



Nicholson Street and 36th Street, Historic Fulton. *Source: Church Hill Peoples' News*



Fulton Commercial District. *Source: Community Idea Stations*



Last House in Fulton, Old Denny Street. *Source: Church Hill Peoples' News*



THE HONORABLE CYNTHIA I. NEWBILLE
CITY COUNCIL REPRESENTATIVE, 7TH DISTRICT



STONE[®]
BREWING

- Three finalist cities:
 - Columbus, OH
 - Norfolk, VA
 - Richmond, VA
- Construction of brewery – 2015/16.
 - Site work began in January 2015
 - Tasting room opened in February 2016
 - Brewery began operations in May 2016
 - First packaging in July 2016
 - Reuse of materials found on site



















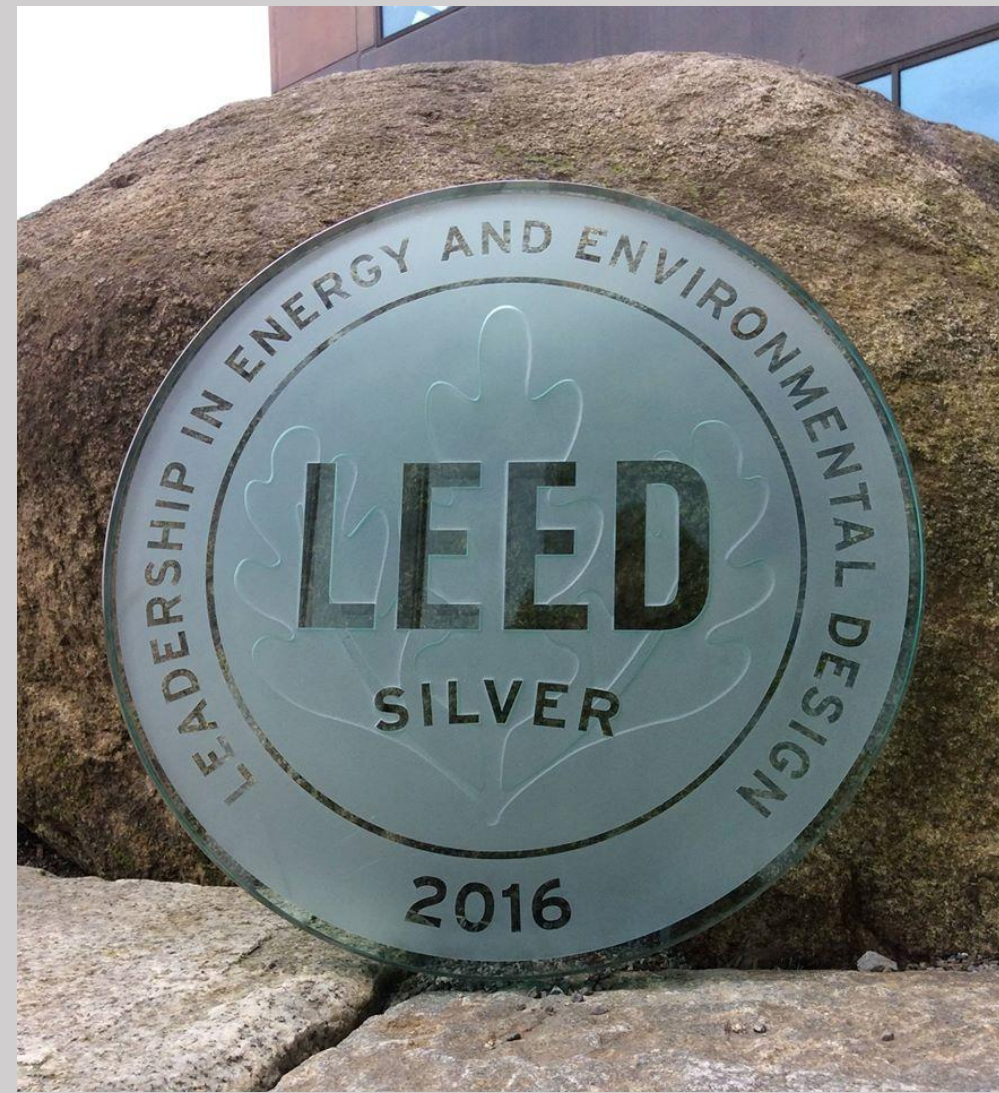




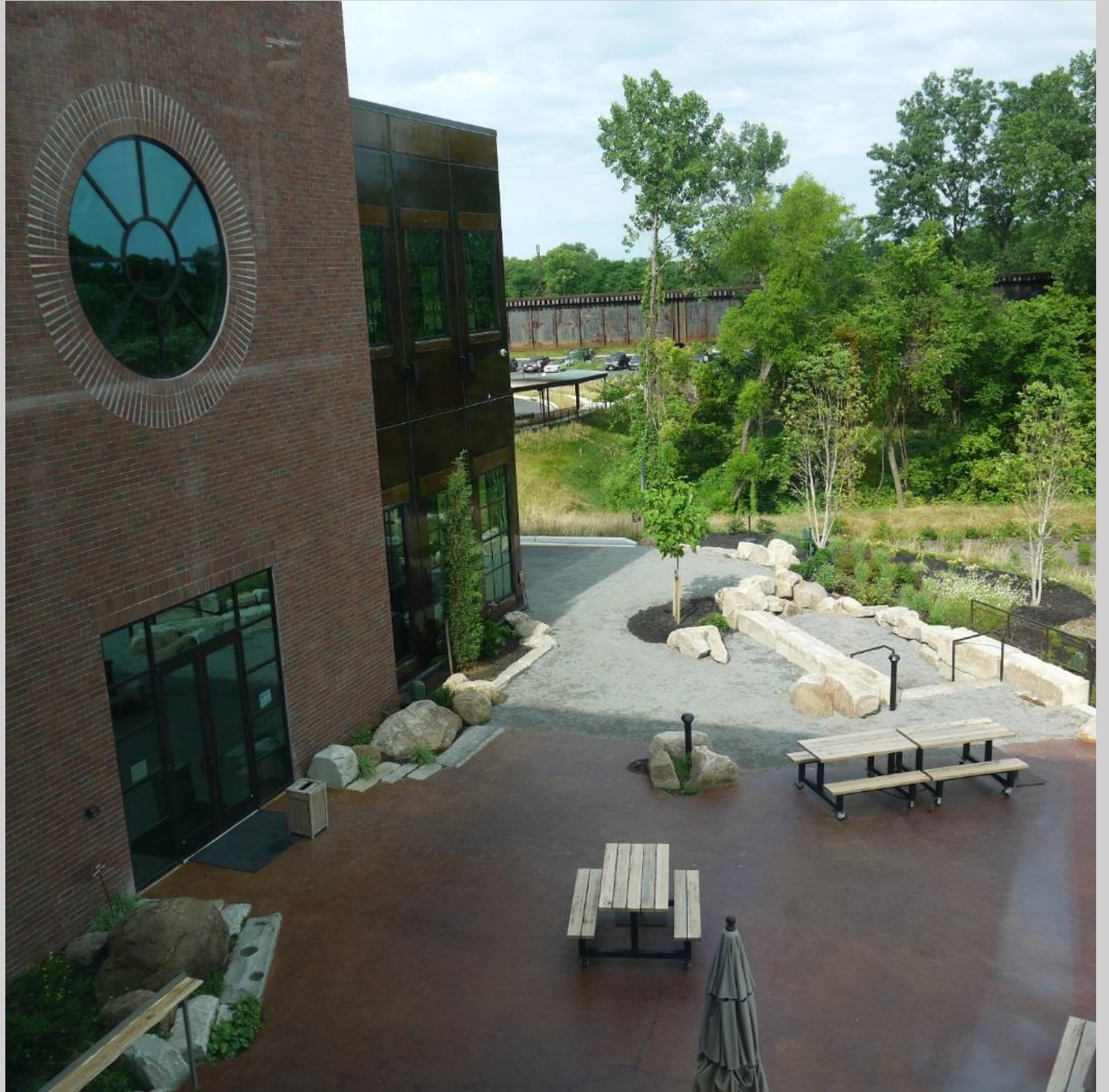
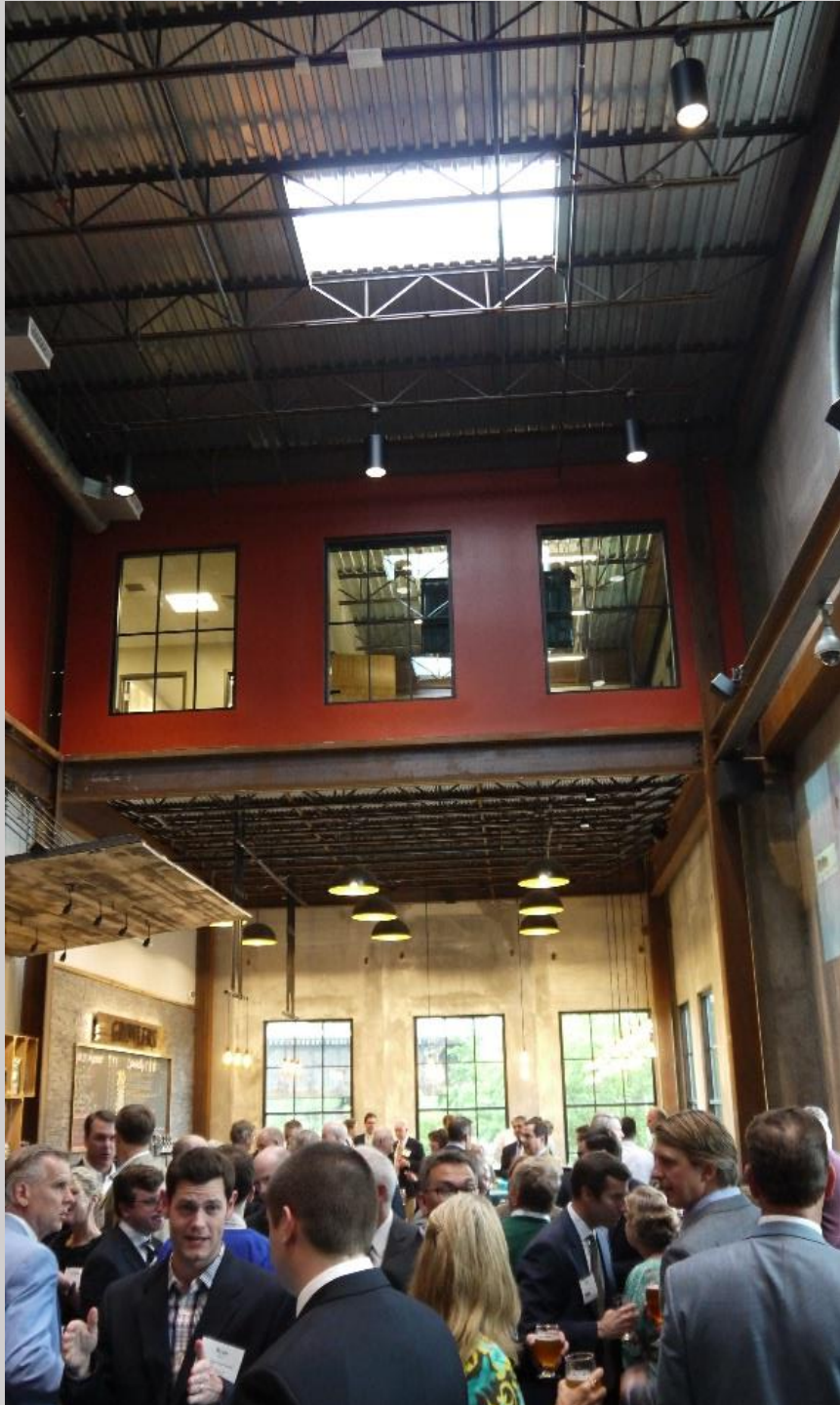
STONE[®]
BREWING

Brewery

- 213,000 SF
- New construction
- Reuse of materials found on site
- LEED Silver rating



Redevelopment of urban brownfield site, reclaimed materials, conservation landscaping, access by public transit and highly efficient manufacturing processes contributed to the rating.



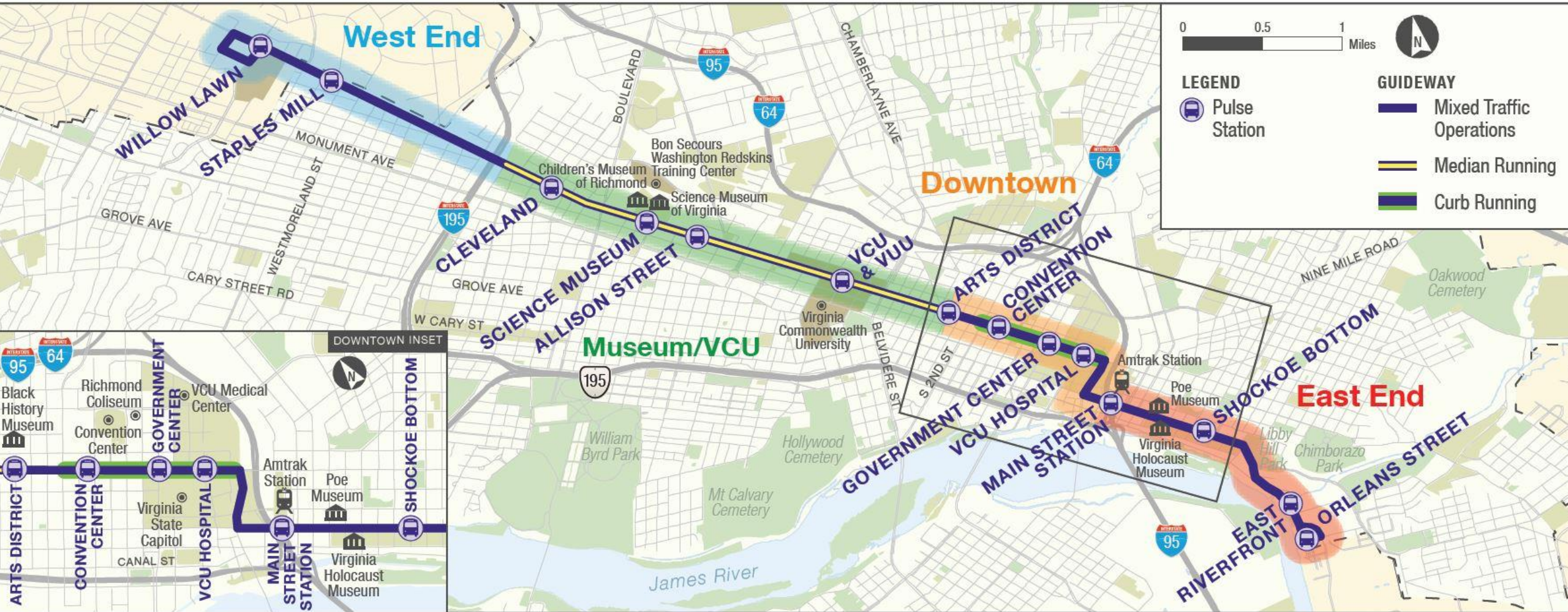




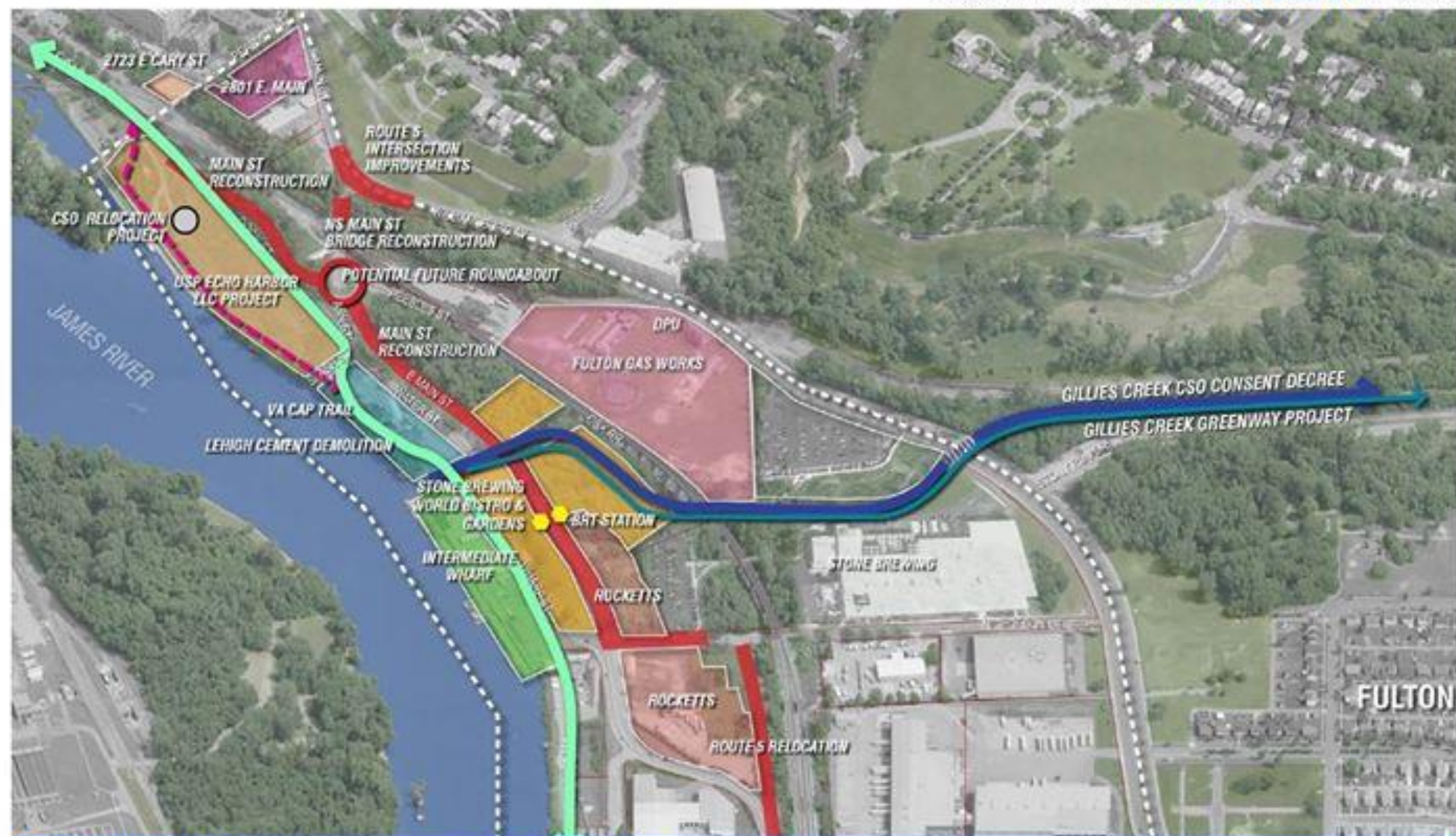


STONE[®]
BREWING

- Stone World Bistro and Gardens – 2018-2019
 - Bus Rapid Transit
 - Virginia Capital Trail
 - Revitalized docks/port









What's happened since Stone opened?

- Fulton Gas Works is getting attention
- Triple Crossing Brewing opened down the street
- Improvements to Williamsburg Avenue
- Renewed discovery and interest in area
- Downriver Master Plan implementation

What we are doing...besides making beer

- Supporting local organizations
- Bringing Jobs to the city and region
- Stormwater Management
- Conservation Landscaping Practices
- Waste Reduction
- Energy Efficiency

Supporting Local Organizations

“Craft brewers tend to be very involved in their communities through philanthropy, product donations, volunteerism and sponsorship of events.” –
Brewers’ Association

- 2016: supported 50 organizations in Richmond and region
 - \$28,000 leveraged to nearly \$60,000
- 2017: targeting support to Richmond’s East End
 - Neighborhood Resource Center
 - East End Music Festival
 - Peter Paul Development Center
 - Virginia Capital Trail Foundation
 - Friends of Pocahontas State Park
 - rvaMORE







- AND -

STONE
BREWING

PROCEEDS
TO BENEFIT



Employment and Training

63 jobs so far – 288 when
Bistro is operational

- 48% live in city of Richmond
- 30% live in East End zipcodes

VCU, J. Sargent Reynolds CC,
University of Richmond all
have brewing and culinary
programs that we are
involved in helping establish.



Stormwater Management BMPs

- 5 bioretention basins
- 14 Filterra boxes



Conservation Landscaping Practices

- GroundworkRVA – maintenance and education
- Native plantings
- Establishing meadow habitat
- Goats and sheep for mowing and brush/vine maintenance
- Chesapeake Bay Landscape Professional / Richmond Tree Steward on staff









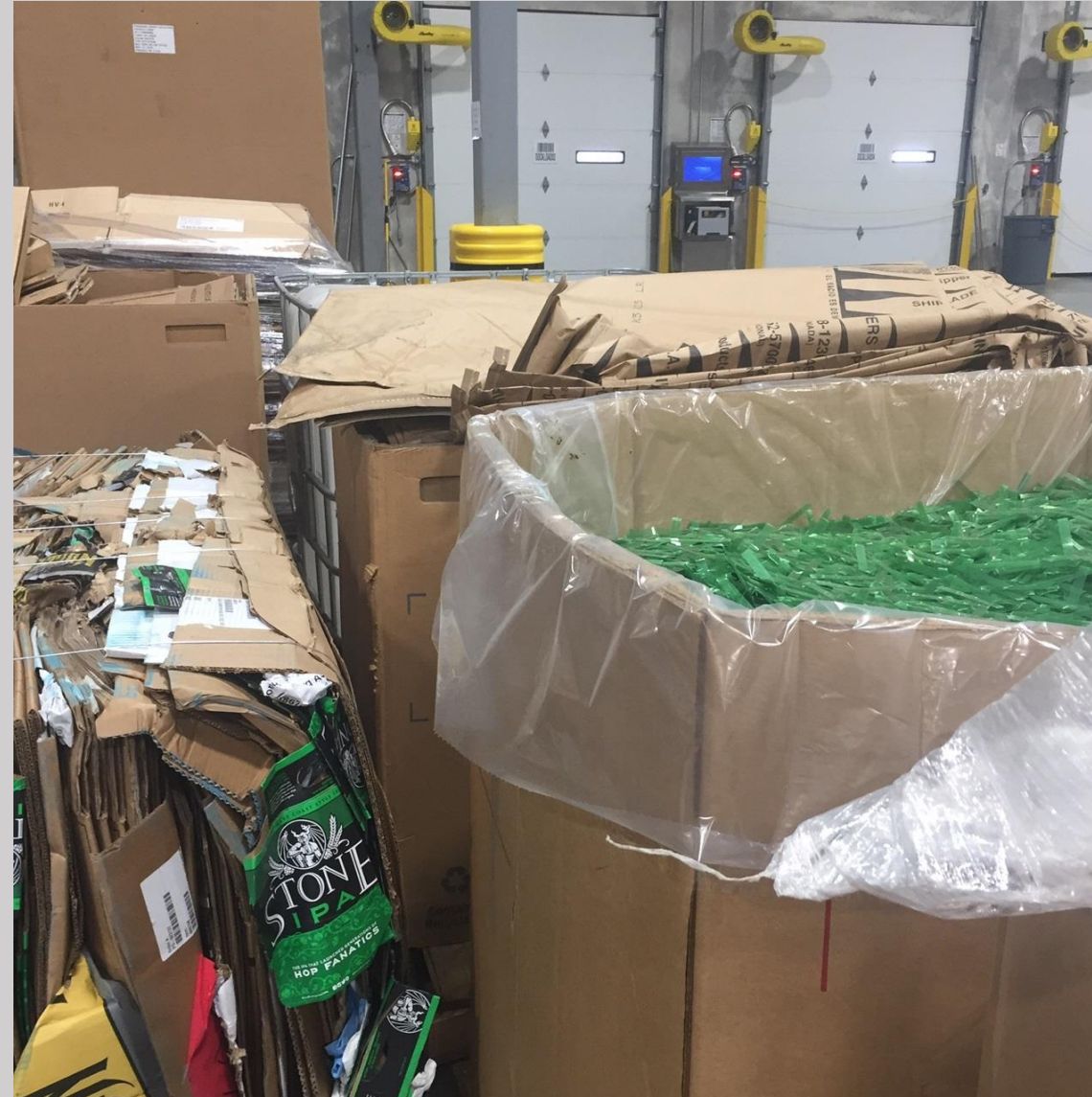
Waste Reduction and Recycling

Four Seasons Recycling

98% landfill free (goal)

Spent grain to dairy farms

LT drip / wastewater benefits to municipal system



Energy Efficiency

Heat recapture in brewhouse

LED lighting – on demand

Roof ready for solar (future phase)

Bus Rapid Transit – in construction



And don't' forget...Beer!

- Core beers produced in Richmond for east of Rocky Mountains
 - Stone IPA
 - Stone Delicious IPA
 - Stone Ruination Double IPA 2.0
 - Arrogant Bastard Ale
- Seasonals and Special Releases
 - Stone Coffee Milk Stout (with local coffee) + mint variant
 - Stone Enjoy By series, including 12.25.16 Unfiltered and 2.14.17 Chocolate & Coffee
 - Stone/Ardent/Hardywood Give Me Stout Or Give Me Death!
 - Stone/Ardent/Hardywood Give Me IPA Or Give Me Death!
 - Stone Vanilla Bean Porter



